

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 11704 280212Z

ACTION EB-08

INFO OCT-01 EA-12 ISO-00 CIAE-00 COME-00 INR-10 LAB-04

NSAE-00 PA-02 SIL-01 ICA-20 STR-07 /065 W

-----059935 281401Z /41

R 280209Z JUN 78

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 9140

UNCLAS TOKYO 11704

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: OPENING OF TOKYO WORLD IMPORT MART (OCTOBER, 1978):

AMERICAN PRODUCTS TRADE FAIR

1. EMBASSY HAS RECEIVED REQUEST TO SUPPORT A U.S.-JAPAN TRADE FAIR FROM MR. SATOSHI ISOZAKI, PRESIDENT OF WORLD IMPORT MART COMPANY, LTD. FAIR IS TO BE HELD TO CELEBRATE THE INAUGURATION OF WORLD IMPORT MART COMPANY ON OCTOBER 4, 1978. EMBASSY HAS REPLIED AND AGREED TO BE LISTED AS SUPPORTING ORGANIZATION FOR TRADE FAIR. EMBASSY SUPPORT IMPLIES NO FINANCIAL, OPERATIONAL OR PROMOTIONAL RESPONSIBILITIES.

2. DETAILS ON TRADE FAIR AS FOLLOWS:

TITLE: AMERICA-JAPAN TRADE FAIR

OBJECTIVE: INTRODUCTION AND IMPORT PROMOTION OF U.S.

- PRODUCTS AND AMERICAN LIFE AND CULTURE.

DATES: OCTOBER 4-22, 1978

LOCATION: WORLD IMPORT MART INTERNATIONAL EXHIBITION

- HALL AT SUNSHINE CITY

EXHIBITION FEATURES: (1) PANEL/SLIDE PRESENTATION ON

- HISTORY OF U.S.-JAPAN TRADE; AND (2) EXHIBITION (AND

- SALE) OF U.S. PRODUCT IN FOLLOWING CATEGORIES:

- MEN'S, WOMEN'S AND CHILDREN'S CLOTHES; SUNDRIES

- (BAGS, STAINED GLASS, PICTURE FRAMES, GOLF CLUBS,

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- PERFUME, SHOES); FURNITURE; HOUSEHOLD ITEMS

- (KITCHEN WARES); JEWELRY; FOOD (CRAB, SALMON, SOYBEAN

- COFFEE, BEER, BREAD, LOBSTERS, SMELT, POTATOES,

- CANDY, CHERRIES, GRAPEFRUIT, BEEF, MILK/CREAM,

- BUTTER, CHEESE, ORANGES, FRUIT JUICES, CORNED BEEF,

- ICE CREAM).

ESTIMATED SALES: 200 MILLION YEN.

3. ABOVE INFORMATION MAY BE OF INTEREST TO WASHINGTON
AGENCIES IN CONNECTION WITH U.S. EXPORT DEVELOPMENT
MISSIONS WHICH WILL BE VISITING JAPAN AT TIME THIS TRADE
FAIR OPENS ON OCTOBER 4. MANSFIELD

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Message Attributes

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From: TOKYO
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